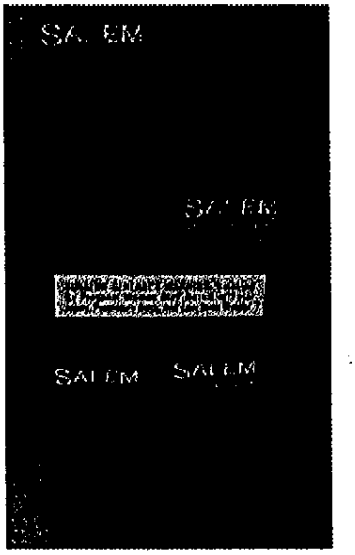
Salem FF Slide Box

Distribution / August 3, 1998
% CIV Selling - SIS

	Wkly Cig. Volume 100+	Less/100
• Nassau	82%	25%
• Manhattan	85%	44%
• Brooklyn	90%	38%
• Queens	84%	49%
• Staten Isl. (2 Assigns)	70%	73%
• Yonkers/Bx (2 Assigns)	79%	79%
Region Test Area	**84%**	**42%**
Stores with Salem Slide Box	**3,243**	**3,123**



Salem / Marlin Static Panel

Share of Market Consumer Take away

Select group of stores within test area

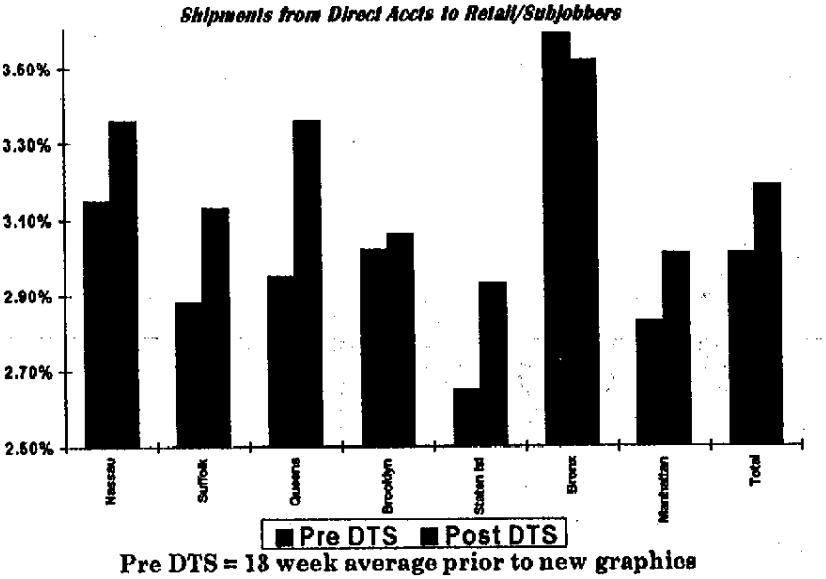
51842 9573

Source: https://www.industrydocuments.ucsf.edu/docs/gsbp0000

Salem / AIM Test Area

Share of Market by County

Shipments from Direct Accts to Retail/Subjobbers

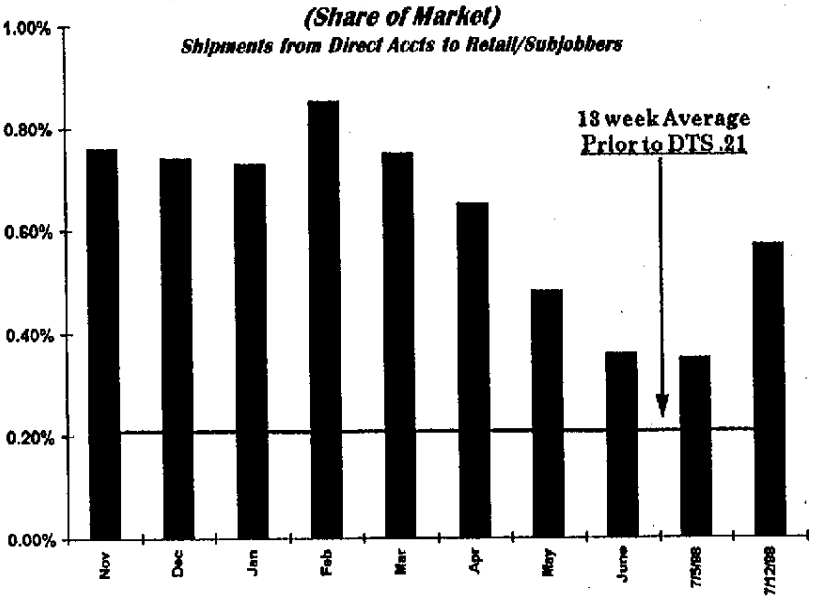


Pre DTS = 18 week average prior to new graphics

Salem Box / AIM Test Area

(Share of Market)

Shipments from Direct Accts to Retail/Subjobbers



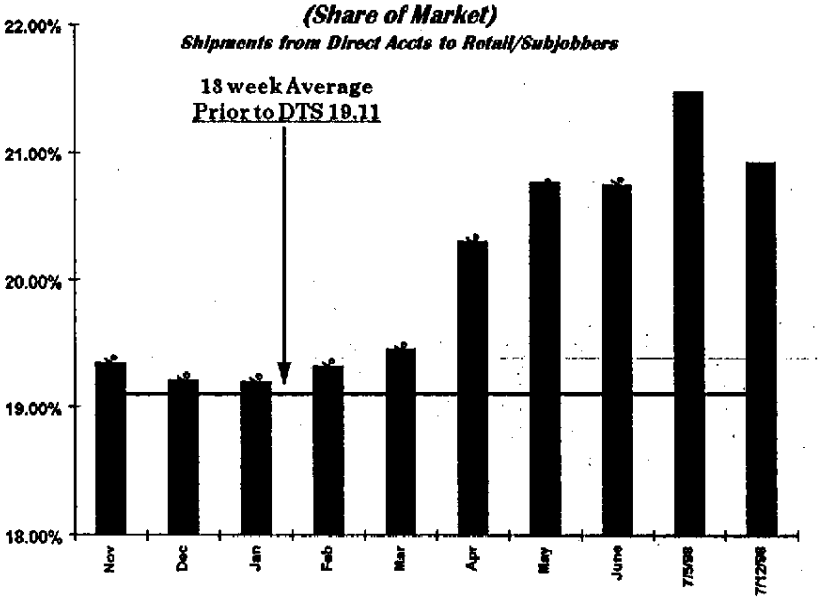
51842 9574

Source: https://www.industrydocuments.ucsf.edu/docs/gsbp0000

Newport Box / AIM Test Area

(Share of Market)

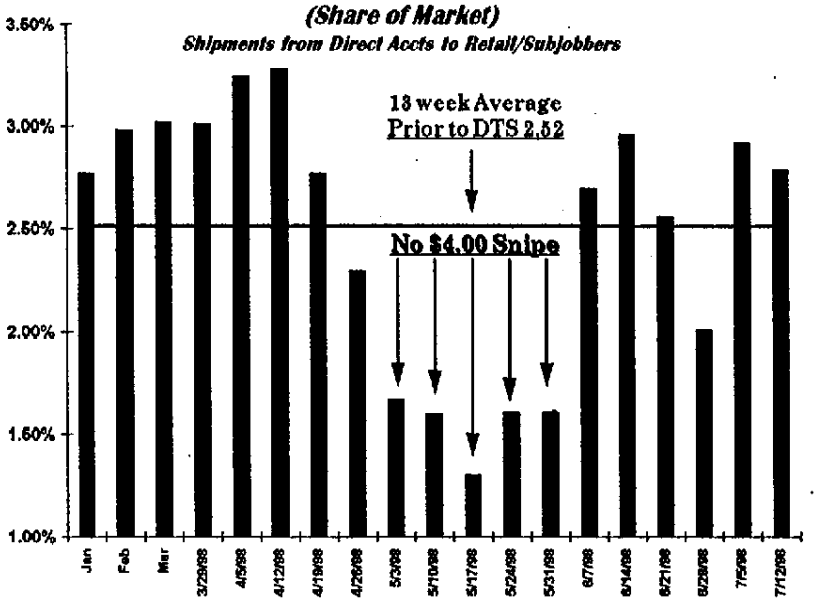
Shipments from Direct Accts to Retail/Subjobbers



Kool Box / AIM Test Area

(Share of Market)

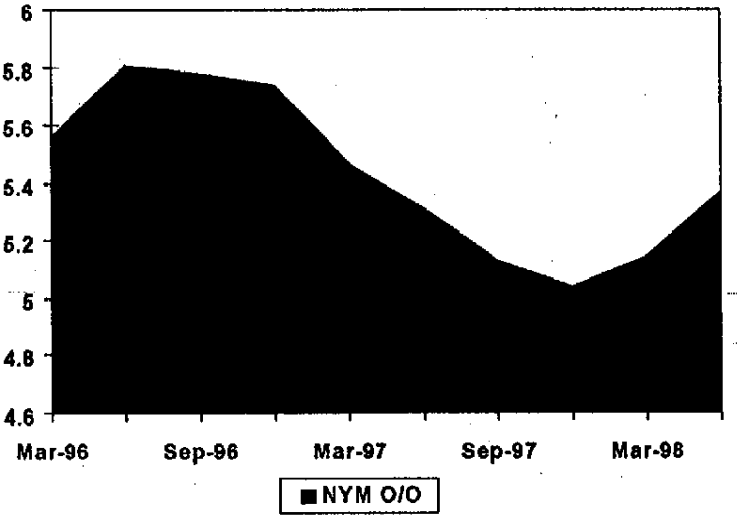
Shipments from Direct Accts to Retail/Subjobbers



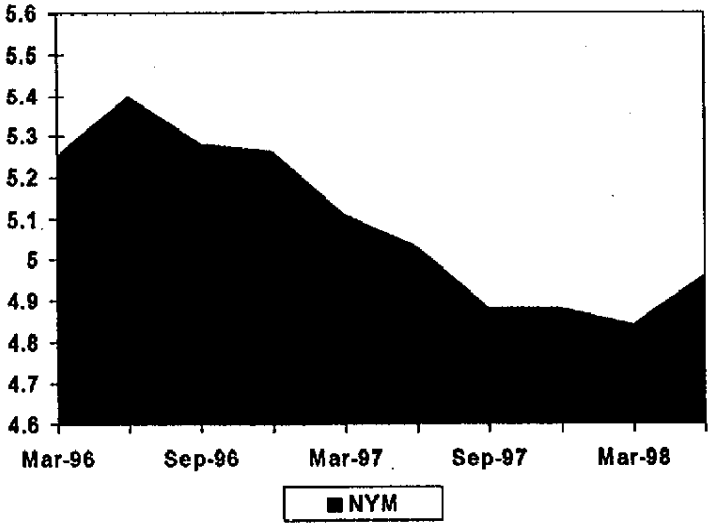
51842 9575

Source: https://www.industrydocuments.ucsf.edu/docs/gsbp0000.

Salem QTR to QTR Performance
Marlin Share of Volume



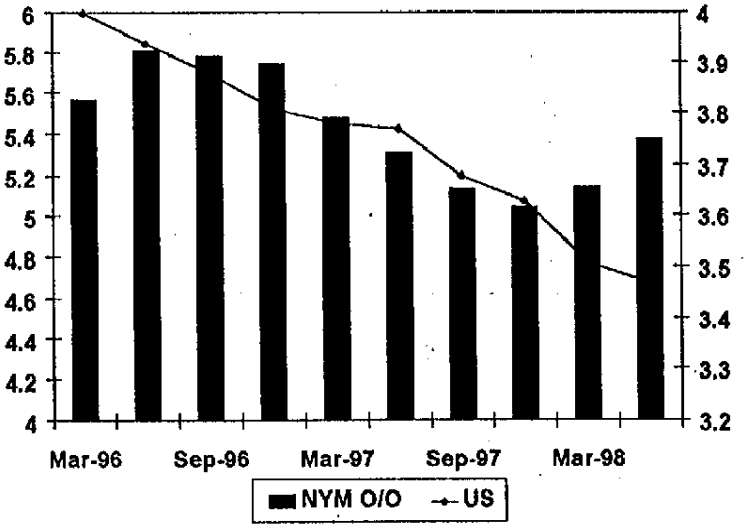
Salem QTR to QTR Performance
Marlin Share of Volume



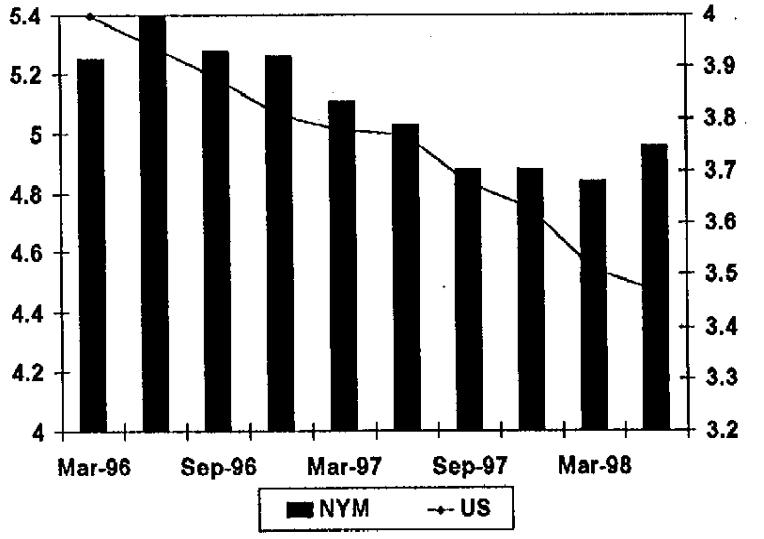
51842 9576

Source: https://www.industrydocuments.ucsf.edu/docs/gsbp0000

Salem QTR to QTR Performance
Marlin Share of Volume



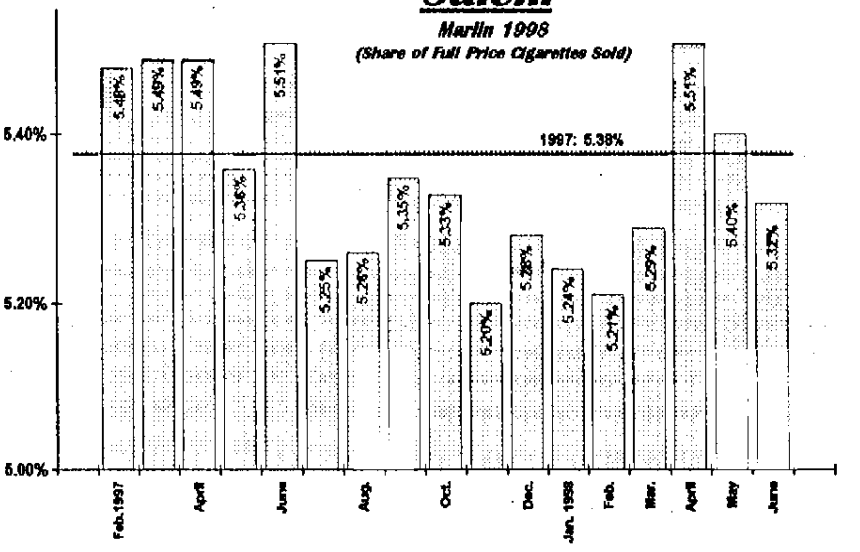
Salem QTR to QTR Performance
Marlin Share of Volume



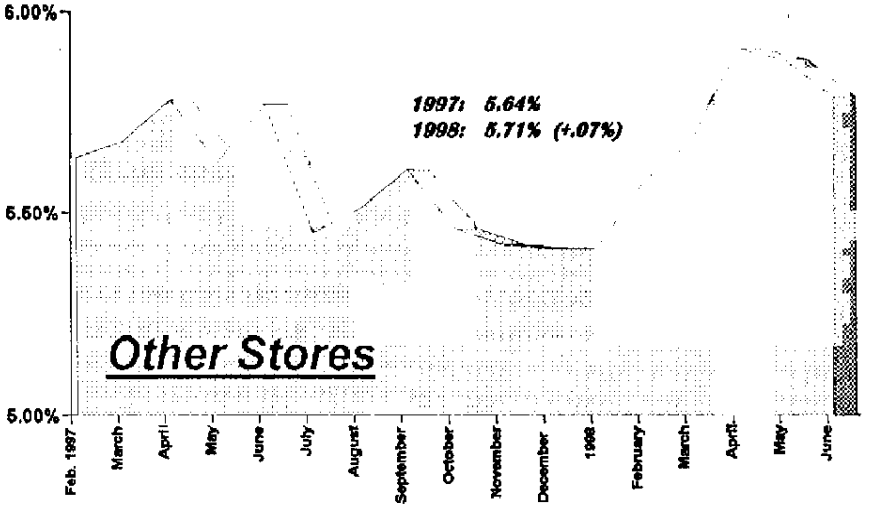
51842 9577

Source: https://www.industrydocuments.ucsf.edu/docs/gsbp0000

Salem



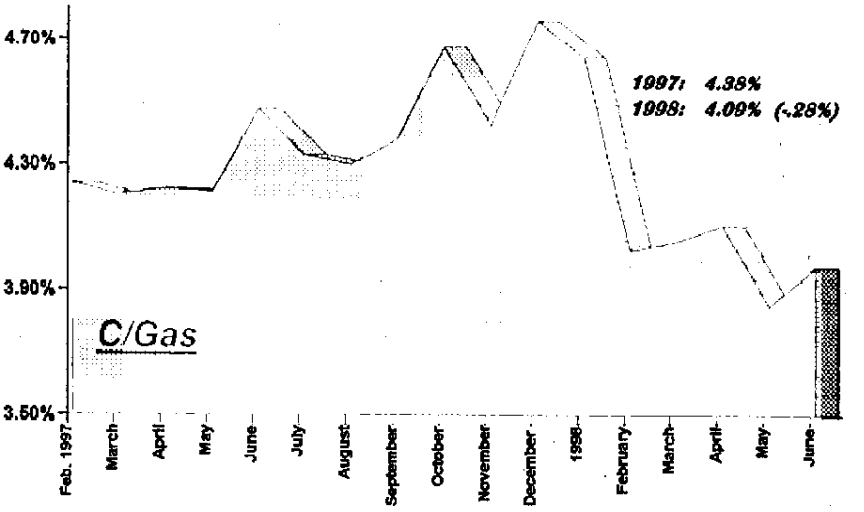
New York Metro / Marlin Results
Salem share of full price



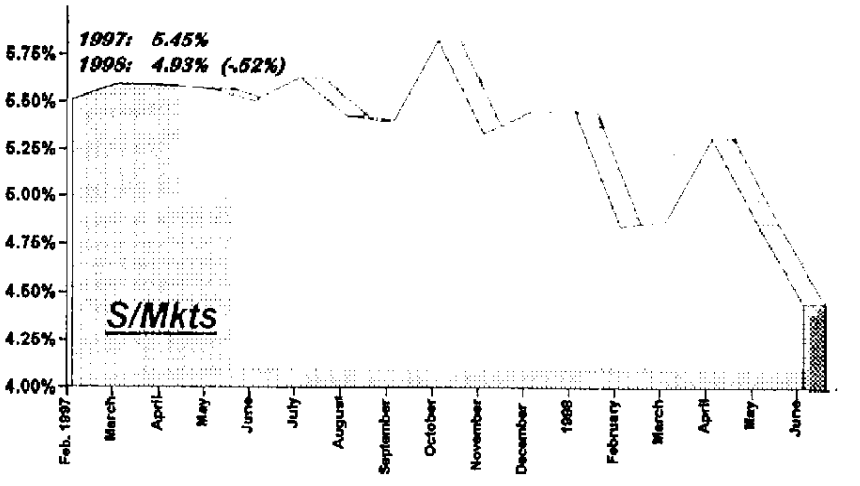
51842 9578

Source: https://www.industrydocuments.ucsf.edu/docs/gsbp0000

New York Metro / Marlin Results
Salem share of full price

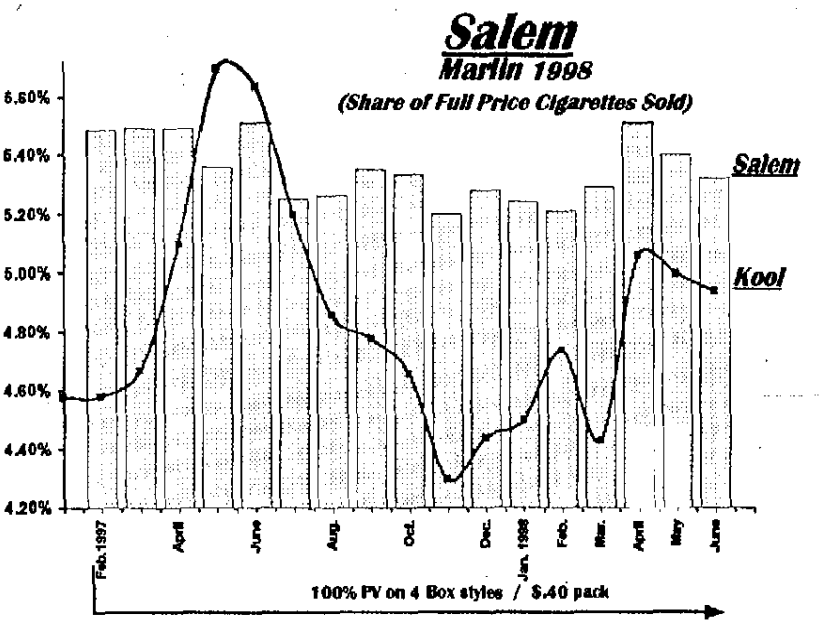


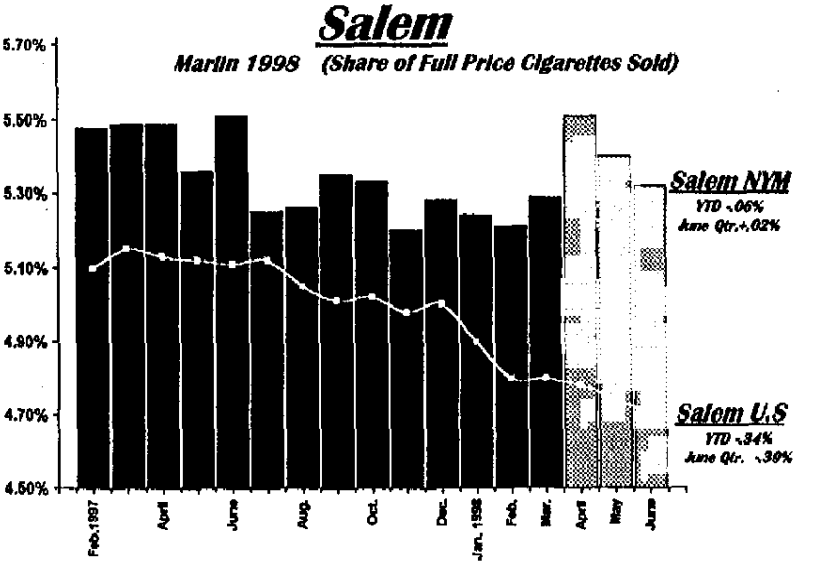
New York Metro / Marlin Results
Salem share of full price



51842 9579

Source: https://www.industrydocuments.ucsf.edu/docs/gsbp0000

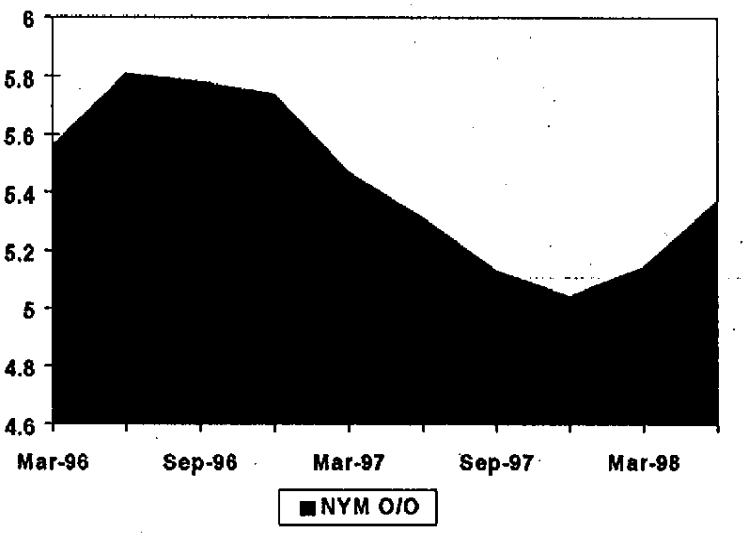




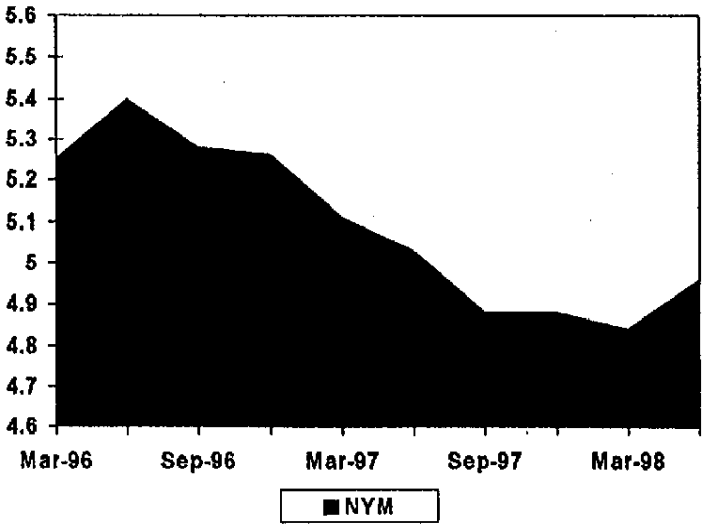
51842 9580

Source: https://www.industrydocuments.ucsf.edu/docs/gsbp0000

Salem QTR to QTR Performance
Marlin Share of Volume



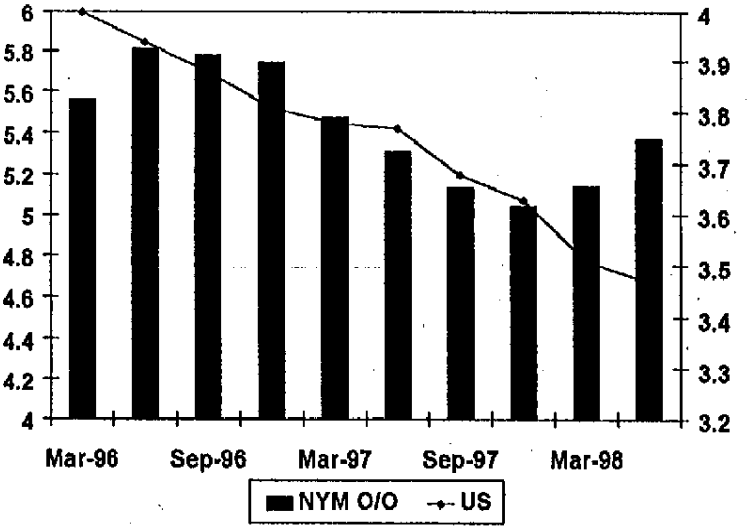
Salem QTR to QTR Performance
Marlin Share of Volume



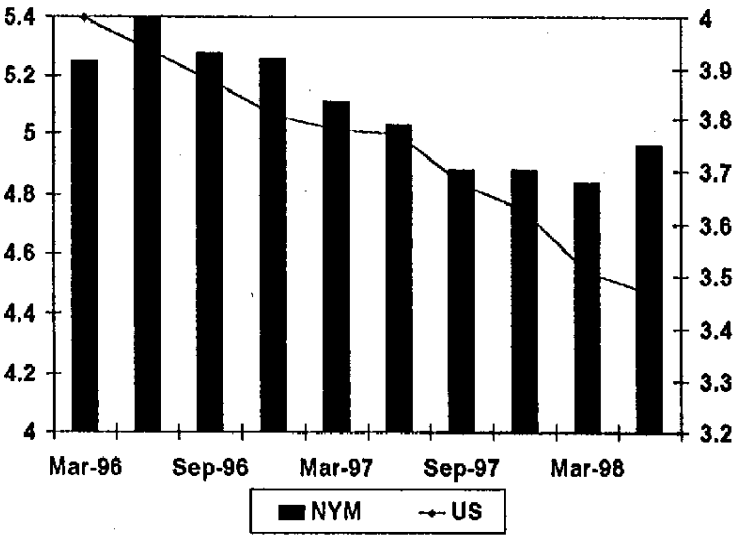
51842 9581

Source: https://www.industrydocuments.ucsf.edu/docs/gsbp0000.

Salem QTR to QTR Performance
Marlin Share of Volume



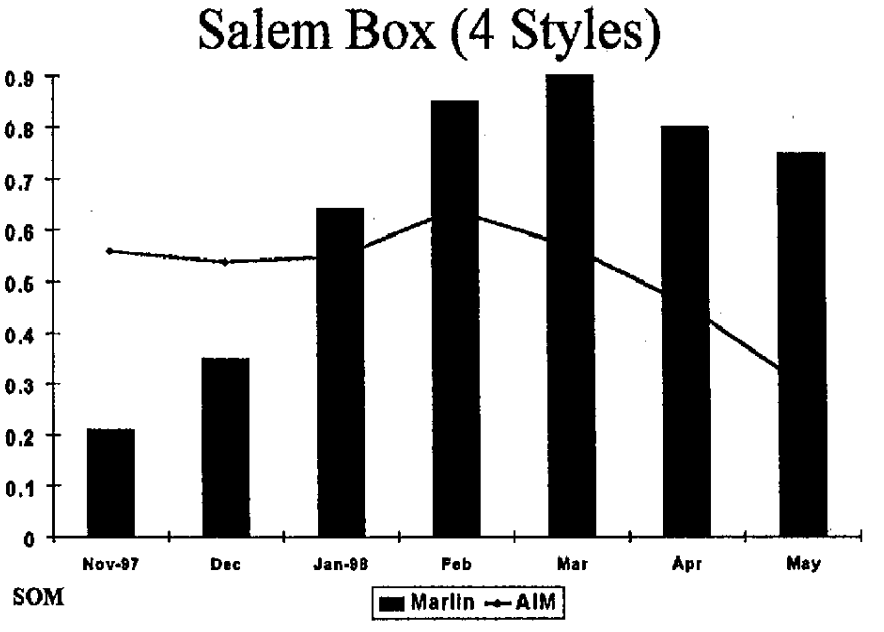
Salem QTR to QTR Performance
Marlin Share of Volume



51842 9582

Source: https://www.industrydocuments.ucsf.edu/docs/gsbp0000

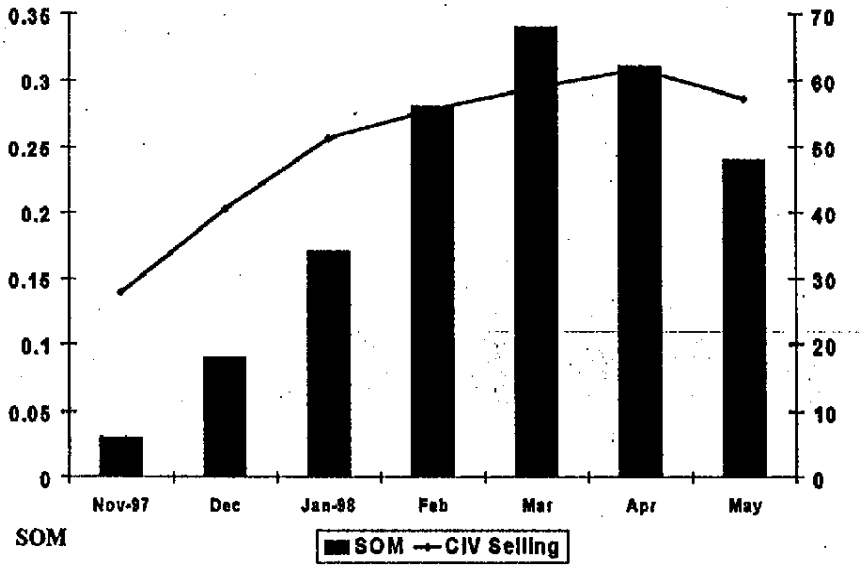
Salem Box Activity



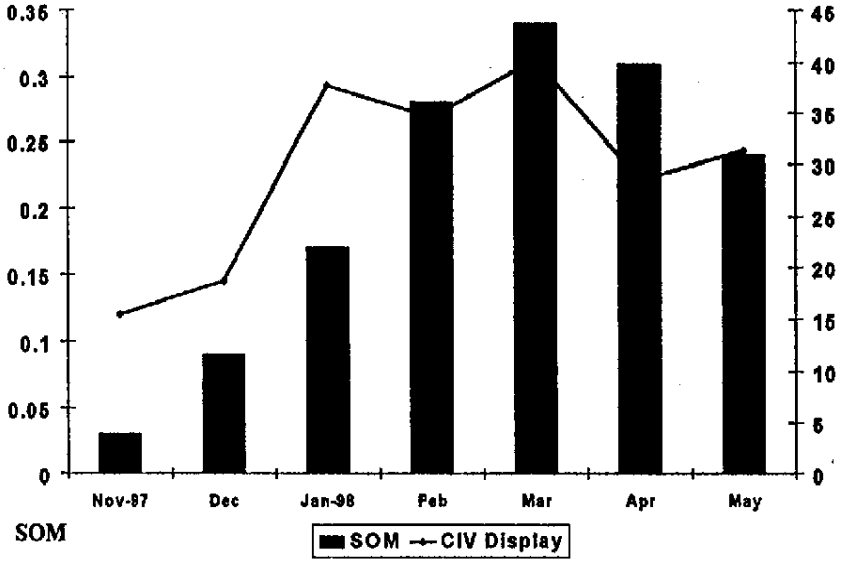
51842 9583

Source: https://www.industrydocuments.ucsf.edu/docs/gsbp0000

Salem FF Slide Box



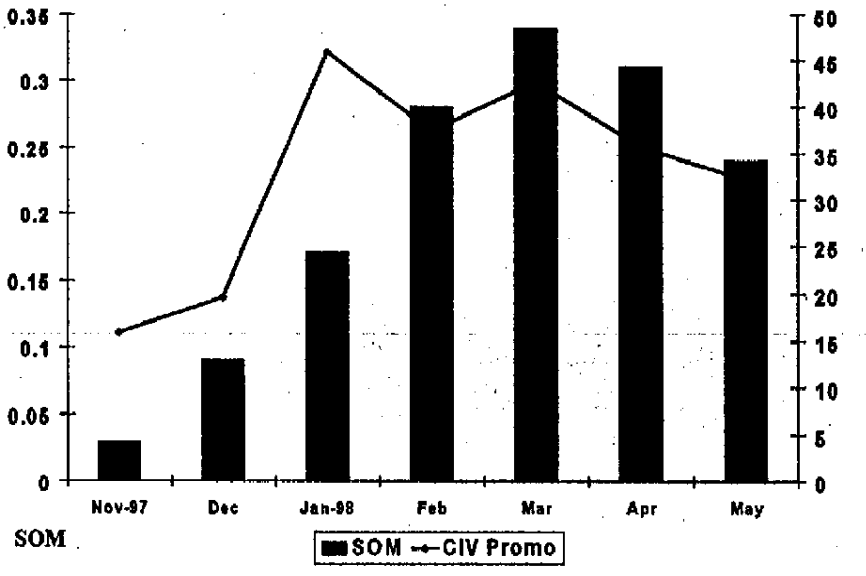
Salem FF Slide Box



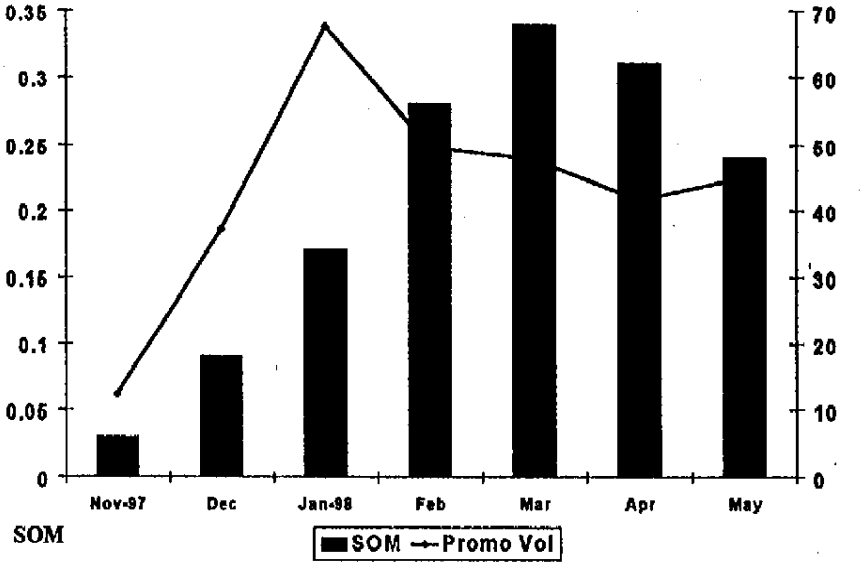
51842 9584

Source: https://www.industrydocuments.ucsf.edu/docs/gsbp0000

Salem FF Slide Box



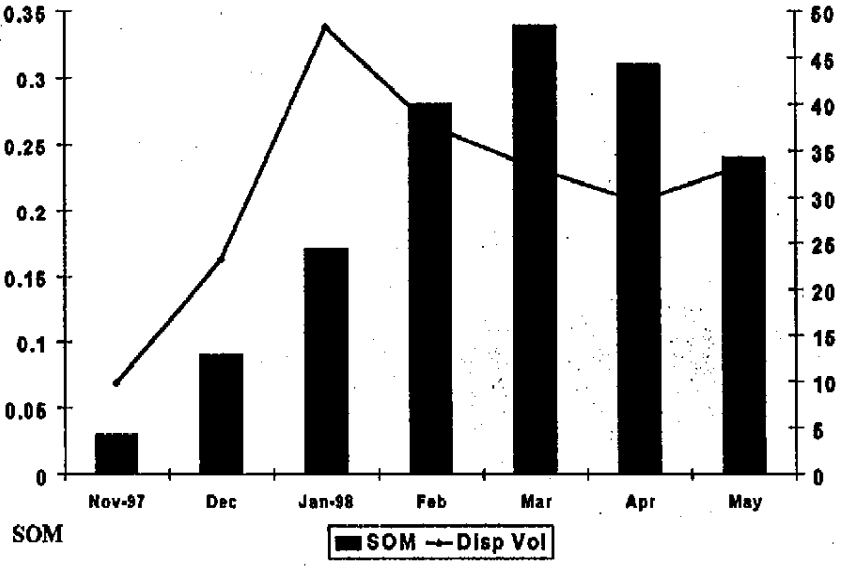
Salem FF Slide Box



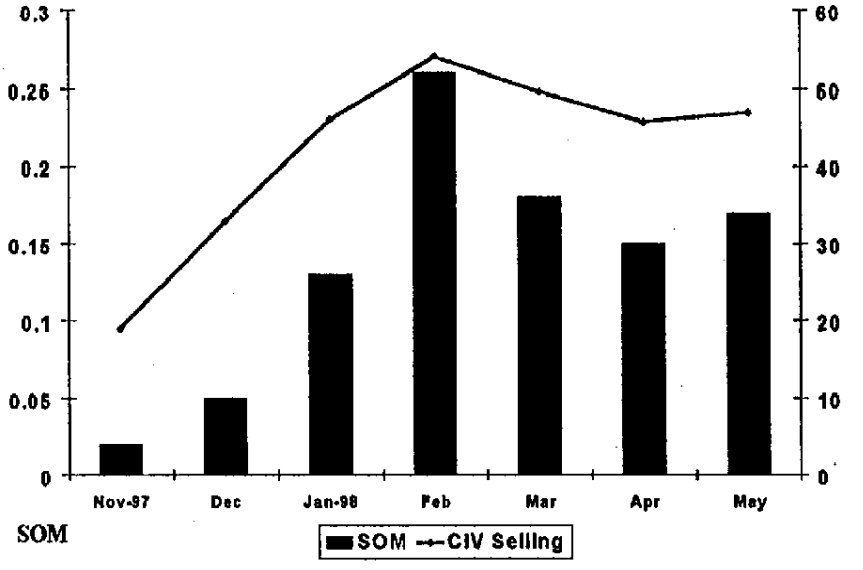
51842 9585

Source: https://www.industrydocuments.ucsf.edu/docs/gsbp0000

Salem FF Slide Box



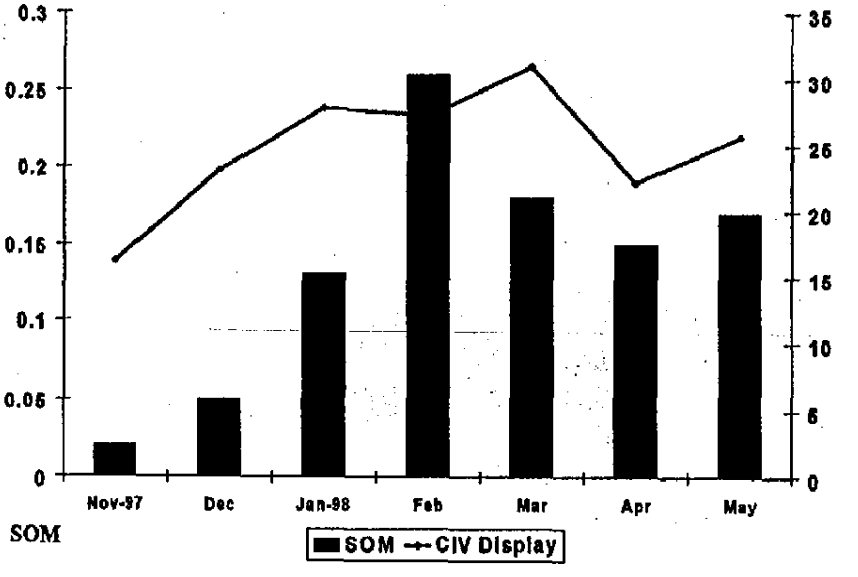
Salem Lt Slide Box



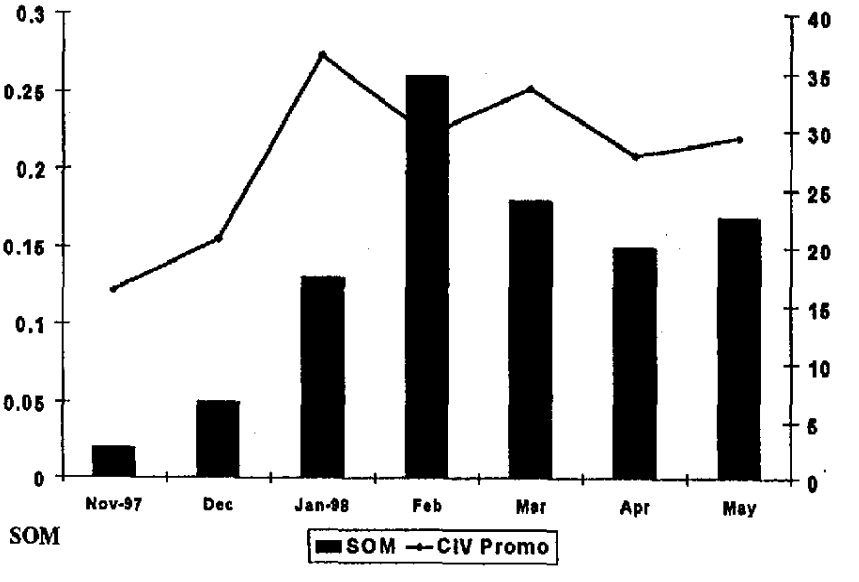
51842 9586

Source: https://www.industrydocuments.ucsf.edu/docs/gsbp0000

Salem Lt Slide Box



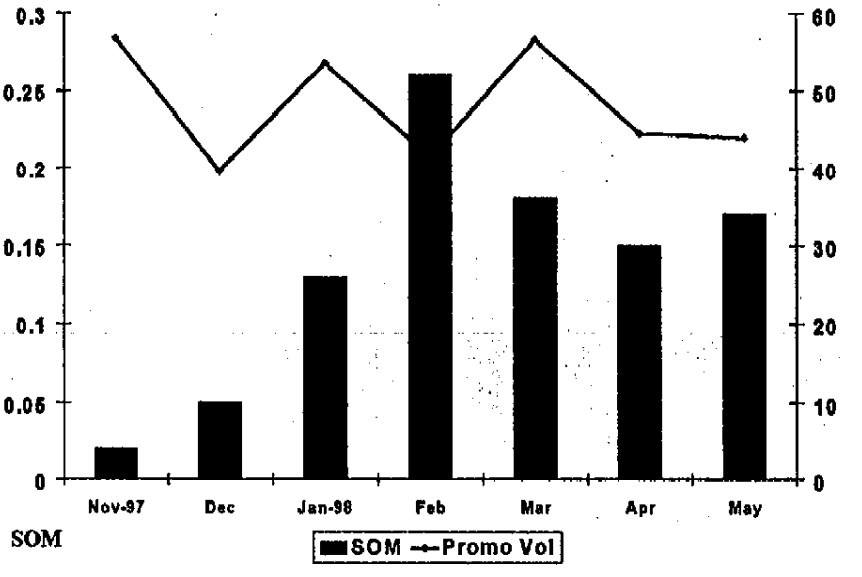
Salem Lt Slide Box



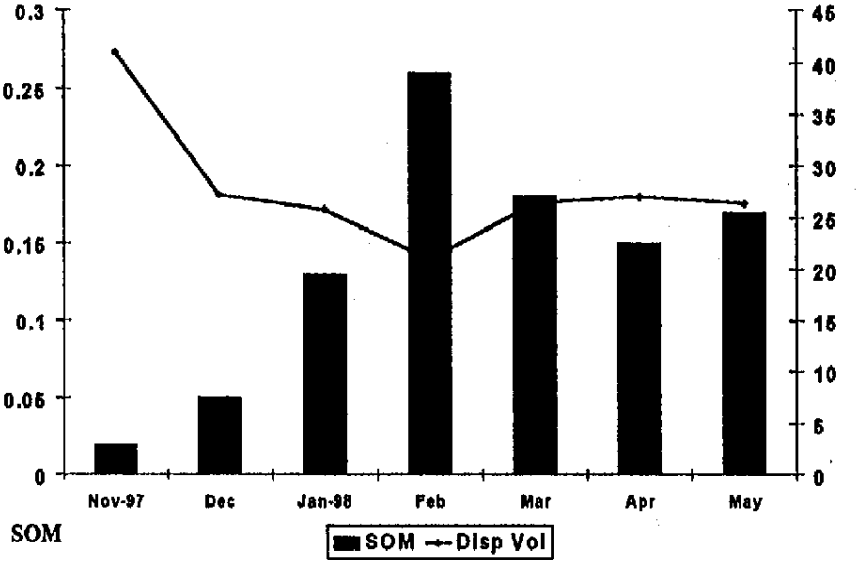
51842 9587

Source: https://www.industrydocuments.ucsf.edu/docs/gsbp0000

Salem Lt Slide Box



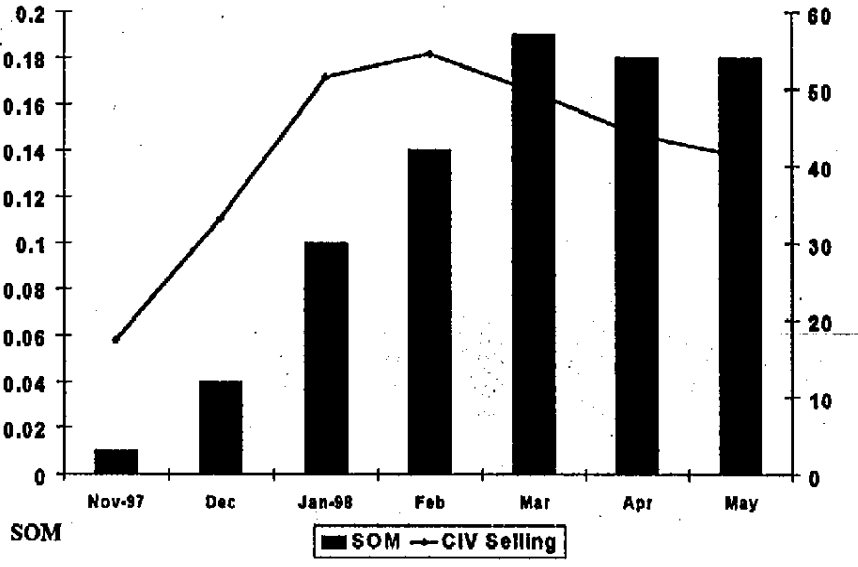
Salem Lt Slide Box



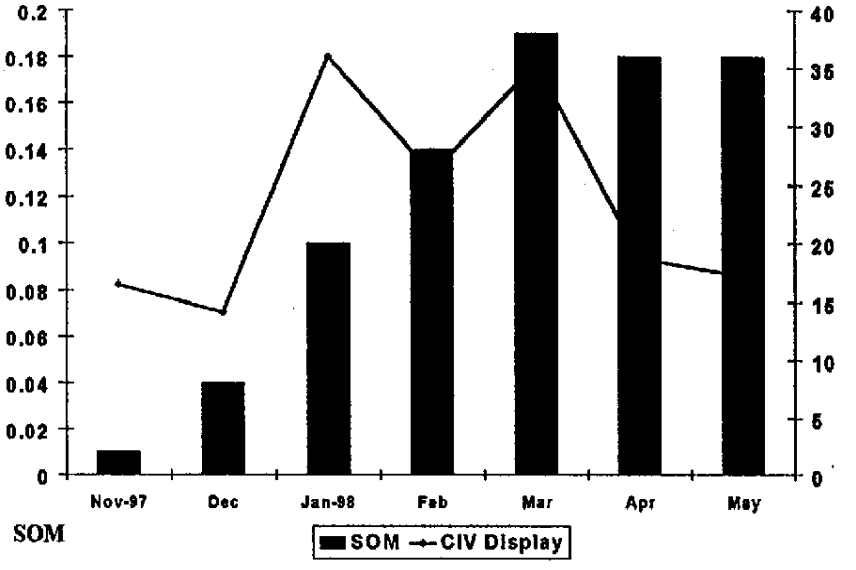
51842 9588

Source: https://www.industrydocuments.ucsf.edu/docs/gsbp0000

Salem FF 100's Box



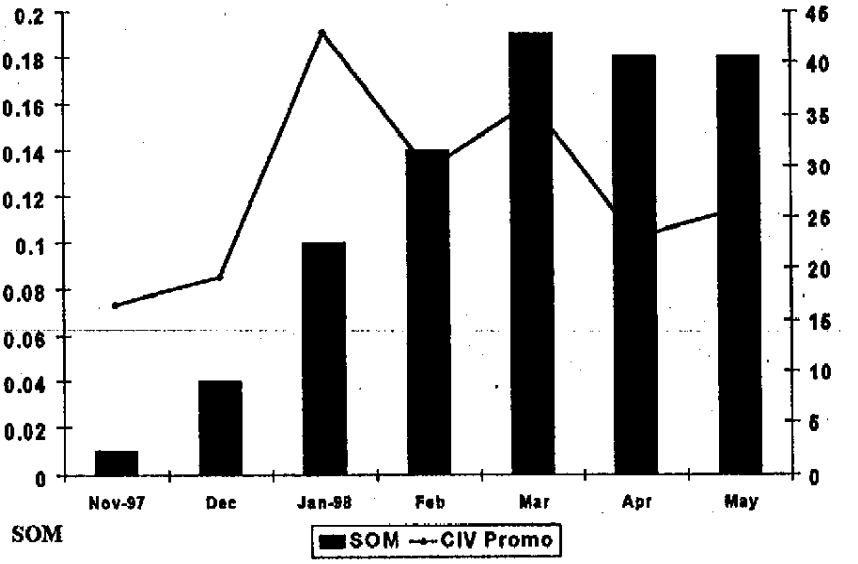
Salem FF 100's Box



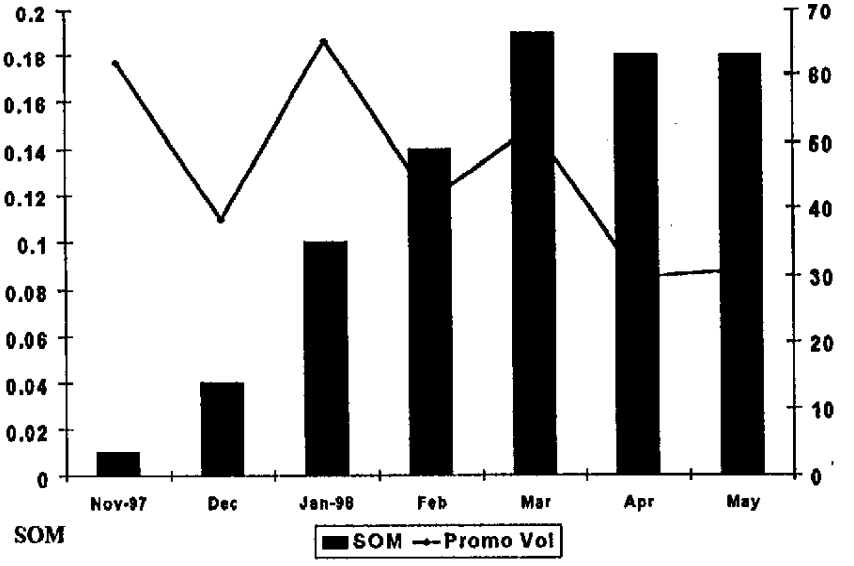
51842 9589

Source: https://www.industrydocuments.ucsf.edu/docs/gsbp0000

Salem FF 100's Box



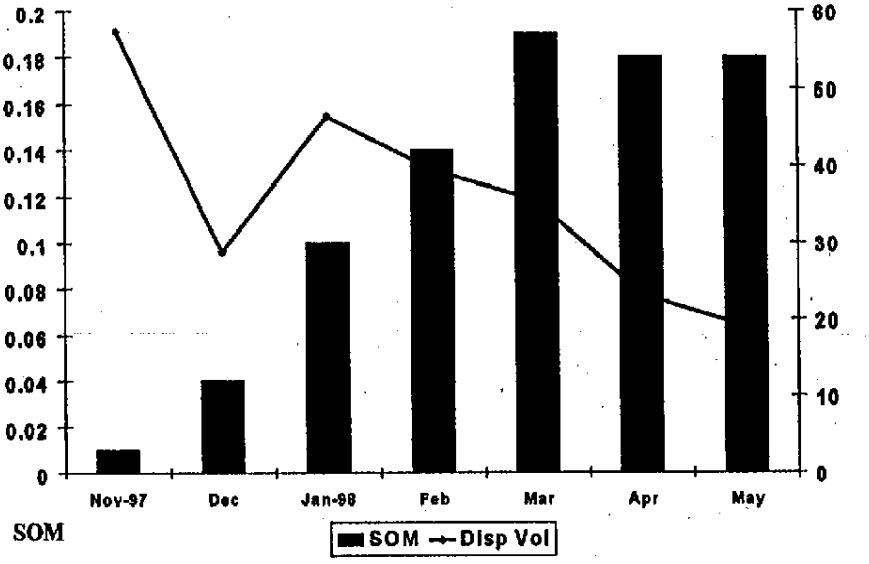
Salem FF 100's Box



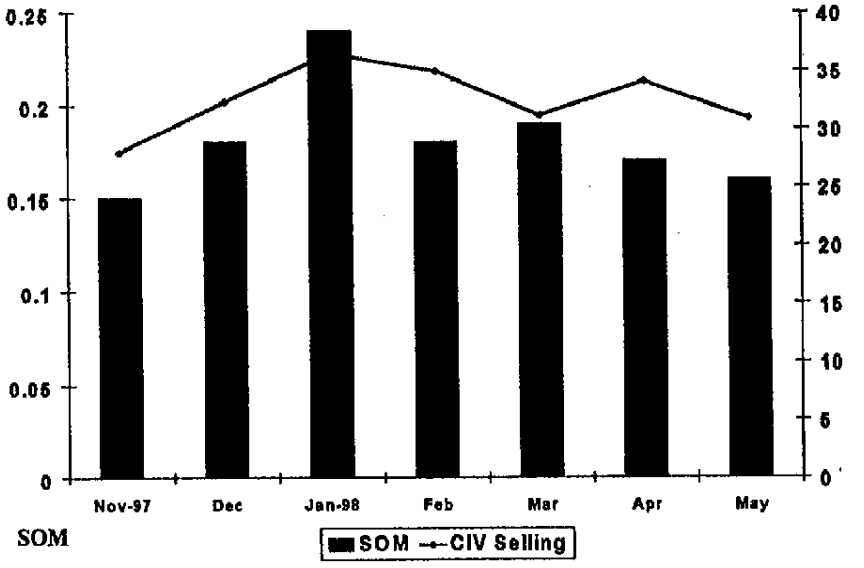
51842 9590

Source: https://www.industrydocuments.ucsf.edu/docs/gsbp0000

Salem FF 100's Box



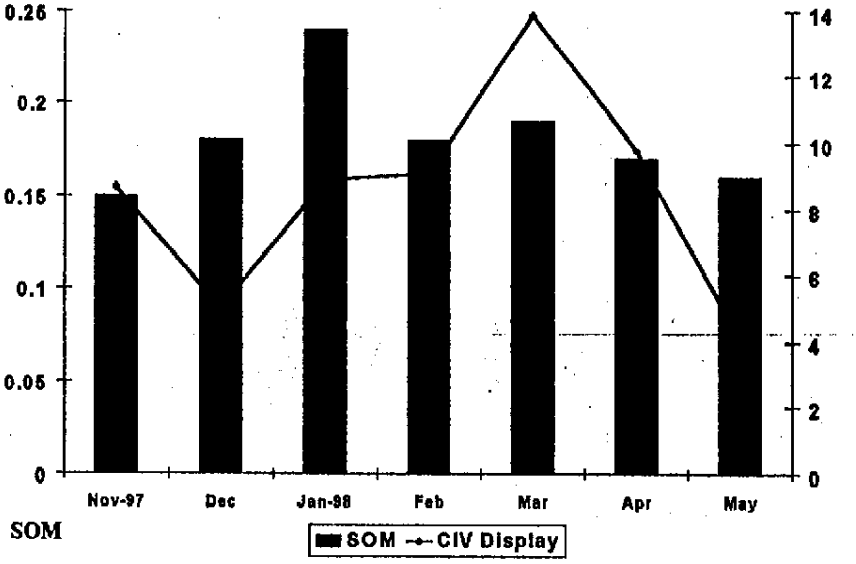
Salem Lt 100's Box



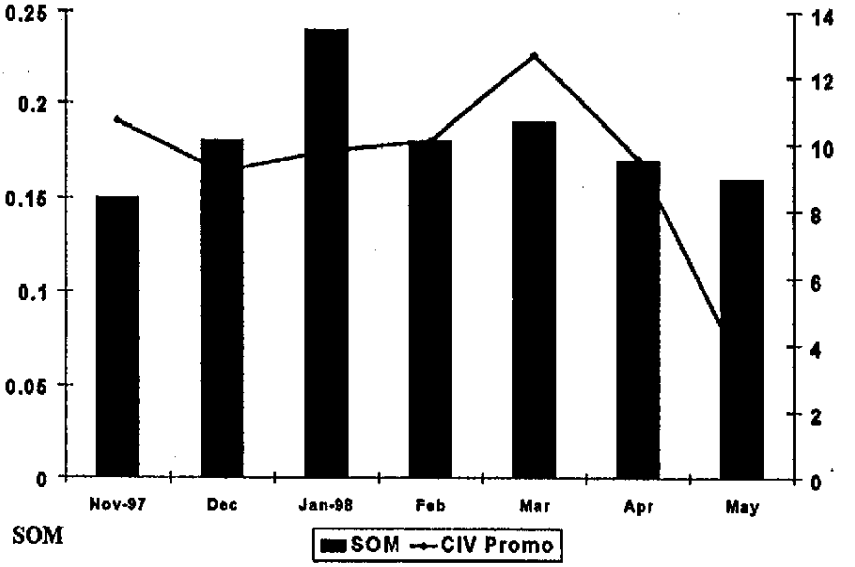
51842 9591

Source: https://www.industrydocuments.ucsf.edu/docs/gsbp0000

Salem Lt 100's Box



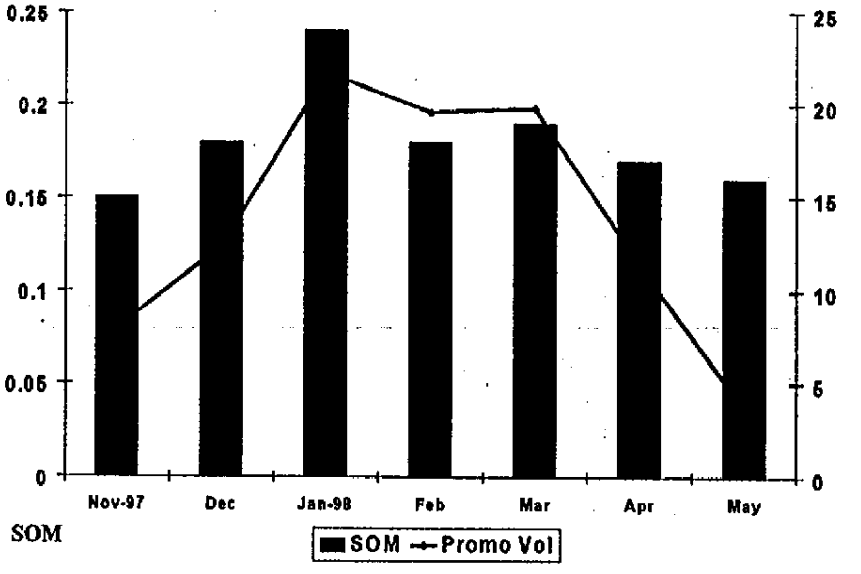
Salem Lt 100's Box



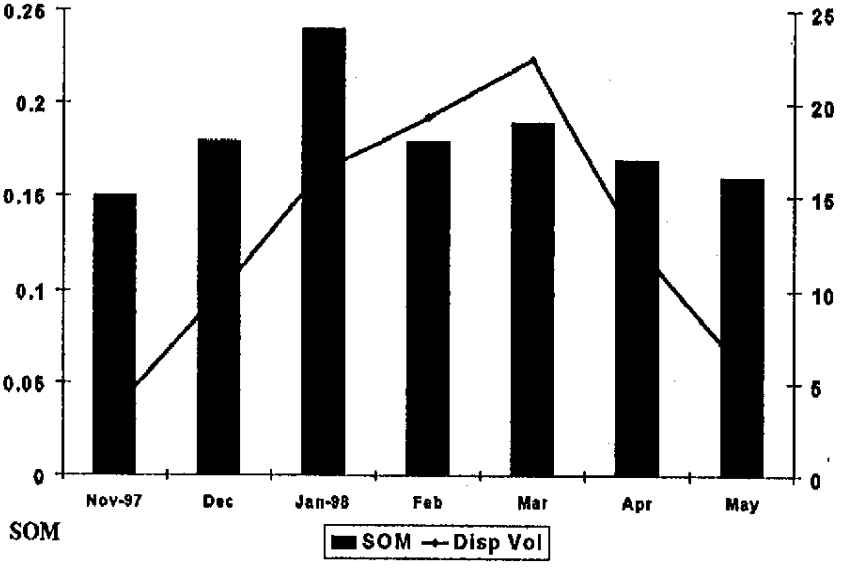
51842 9592

Source: https://www.industrydocuments.ucsf.edu/docs/gsbp0000

Salem Lt 100's Box



Salem Lt 100's Box



51842 9593

Source: https://www.industrydocuments.ucsf.edu/docs/gsbp0000